

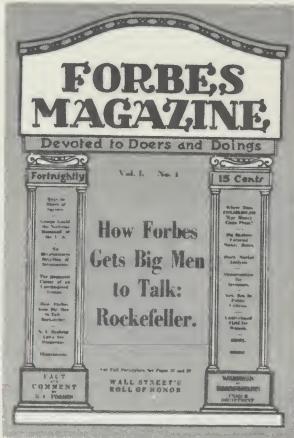
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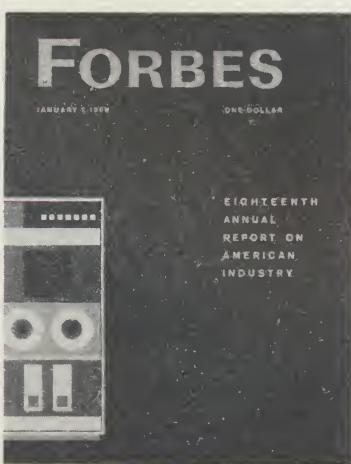
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FORBES FIFTIETH ANNIVERSARY PORTFOLIO OF INVESTMENT IDEAS AND INFORMATION

In looking over the following summary, you'll see that the reports in this portfolio emphasize ideas and information you can apply immediately to your personal investment program ... no matter how modest or how large.

1. "THE JUNIOR BLUE CHIPS" ... High quality stocks with reasonable price tags

This first report focuses on two dozen companies that might be described as "kid brothers" of the GM's, IBM's and GE's. What these aggressive companies lack in size, they more than make up in muscle. So much so that during the past five years they easily racked up gains well above the S&P "500" list.

A good example is U.S. Playing Card Co. It is so deeply entrenched in its \$30 million market that the threat of serious competition just doesn't exist. USP makes some 75% of all playing cards sold ... earns a healthy 15% return on equity ... and has paid dividends every year since 1917!

The report provides tables of assets, sales, growth and profit statistics for USP and 23 other companies with similar high quality attributes. In an additional supplement, a noted FORBES analyst picks his favorites among the "Junior Blue Chips."

2. "LIFE INSURANCE STOCKS" ... What every investor should know

Life insurance business has more than tripled in the past twenty years -- climbing to almost \$800 billion on the books by the close of 1964 -- and sending life insurance stocks soaring. Maybe some of the bloom is now faded from this rose, but there's still cause for optimism.

This report spells out the pros and cons -- gives a complete financial picture of forty leading life insurance companies -- and estimates what the future might hold. There are still good buys, but intelligent selection is essential. And a special bulletin by a respected FORBES columnist specifies two life insurance stocks that he believes offer the most potential.

3. "MUTUAL FUNDS" ... Which ones are doing best now

The standard method of judging a fund is to look at its growth and earnings over several years -- \$100 invested back then is worth what now? But there's more

to it than that. Spectacular performers slow down -- and "sleepers" can come to life. That's why a periodic evaluation of the funds, like this one included in the FORBES Anniversary Portfolio, is sorely needed.

You'll find performance ratings for 300 leading funds, including the no-load funds, calculated by applying a tough, carefully-worked-out set of standards. The long and short term growth record for each fund is graded on a scale ranging from A+ to D, so that you can see at a glance which funds offer the most attractive investment opportunities.

4. "THE TRUTH ABOUT WARRANTS" ... When and why to buy them

When properly understood and used, these twin-edged investment tools can yield spectacular profits, while acting as effective hedges against loss. FORBES tells you what a warrant is -- how it works -- how its value is determined -- and then describes the four vital factors you should consider before purchasing any warrant.

5. "PUTS AND CALLS" ... To protect profits, insure against losses, save on taxes

Once tinged with an evil reputation, puts and calls have since taken their rightful place as an accepted investment practice -- and are becoming used more and more as a form of "hedge." This sensible, clear explanation helps you understand the mechanics of, and uses for, both types of contracts.

6. "FUNDAMENTALS OF CHARTING" ... A useful skill for investors

Maybe charts can't predict the future, but they can provide invaluable insight into price trends, market psychology and other factors influencing stock levels. This 20-page report, an introduction to charting, shows you how to start plotting simple Point and Figure charts -- and how to translate chart information into investment or trading policy. Numerous practical examples are used throughout to illustrate the how-to's and benefits of charting.

* * *

You may have all six of these reports -- at no extra cost -- by subscribing now to the next 24 issues of FORBES (a full year's service) for just \$7.50.

However, please remember that this trial offer ... linked to FORBES Fiftieth Anniversary celebration ... lets you appraise the magazine without any risk on your part. If you're not completely satisfied after seeing the first issue or two, you may cancel and pay nothing. Even so, you still keep your copy of the Anniversary Portfolio -- which is yours as a gift, regardless of your decision.

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Norman Bruce

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Abex	Carborundum	Du Pont	Hoover	McLouth Steel	H. K. Porter	Texas Eastern
ACF Industries	Carnation		Household Finance	Mead	Procter & Gamble	Texas Gas Transm.
Acme Markets	Carrier		Hunt Foods & Inds.	Mellon National Bank	Pub. Serv. Elec. & Gas	Texas Instruments
Addressograph-Multigr.	J. I. Case	Eastern Air Lines	Ideal Cement	Merck	Pullman	Texas Utilities
Admiral	Caterpillar	Eastman Kodak	Illinois Central	MGM		Textron
Air Reduction	Celanese	Eaton Yale & Towne	Ingersoll-Rand	Metromedia	RCA	Tidewater Oil
Allegheny Ludlum	Central & South West	El Paso Natural Gas	Erie-Lackawanna	Middle South Utilities	Ralston Purina	Time Inc.
Allied Chemical	Cerro	ELTRA	Essoer Wire	Midland-Ross	Rayonier	Times Mirror
Allied Stores	C. F. & I. Steel	Emerson Electric	Ethyl Corp.	Minn. Mining & Mfg.	Raytheon	Timken
Allis-Chalmers	Champion Papers	Erie-Lackawanna	Ex-Cell-O	Mo. Pac. RR	Republic Steel	Transamerica
Alcan Aluminum	Chase Manhattan	First Natl. City Bank	IBM	Mobil Oil	Revere	Trans. Gas Pipe Line
Aluminum Co. of Amer.	Chemical Bank N.Y. Tr.	CIT Financial	Int. Harvester	Morgan Guaranty Trust	Revlon	TWA
American Airlines	C & O	Cities Service	Intl. Mins. & Chem.	Monsanto	Rexall	Twentieth Cent.-Fox
American Can	Chicago & N. W.	Clark Equipment	International Nickel	Montgomery Ward	Reynolds Metals	Union-Camp
American Cyanamid	Chi., Mil., St. P. & Pac.	Coca-Cola	Intl. Tel. & Tel.	Moore Corp.	R. J. Reynolds	Union Carbide
Amer. Electric Power	Chicago Rock I. & Pac.	Colgate-Palmolive	Inv. Div. Services	Motorola	Rockwell-Standard	Union Electric
American Express	Chrysler	Collins Radio	Jewel Cos.	National Airlines	Rohm & Haas	Union Oil of Calif.
Amer. Home Products	CBS	Columbia Gas	Jim Walter	National Biscuit	Safeway Stores	Union Pacific
American Investment	Combustion Eng.	Commercial Credit	Johns-Manville	National Cash Register	St. Joseph Lead	Union Tank Car
Amer. Mach. & Foundry	Commonwealth Edison	Commonwealth Edison	Johnson & Johnson	National Dairy	St. Regis Paper	United Aircraft
Amer. Metal Climax	Comsat	Comsat	Jones & Laughlin	National Gypsum	SCM	United Air Lines
American Motors	Cone Mills	Consol. Edison	Kaiser Aluminum	National Lead	Schenley	United Fruit
Amer. Natural Gas	Consol. Electronics	Consol. Electric	Kaiser Cement	National Steel	Jos. Schlitz Brewing	United Gas
Amer. Rad. & Std. Sanit.	Consolidated Foods	General Dynamics	Kaiser Industries	National Tea	Schlumberger	Unit. Merch., & Mfrs.
Amer. Smelt. & Refin.	Consol. Freightways	General Electric	Kaiser Steel	New England Electric	Scott Paper	United Shoe Mach.
Amer. Sugar	Consol. Natural Gas	General Mills	Kennecott	Newport News Shipbldg.	Scovill	U.S. Gypsum
American Tel. & Tel.	Consumers Power	General Motors	Kimberly-Clark	N.Y. Central	Seaboard Air Line RR	U.S. Lines
American Tobacco	Container Corp.	Gen. Precision Equip.	Koppers	Niagara Mohawk	Seaboard Finance	U.S. Plywood
Amsted Industries	Continental Air Lines	General Public Utils.	Kroger	Norfolk & Western Ry.	Sears, Roebuck	U.S. Rubber
Anaconda	Continental Can	Gen. Tel. & Elec.	Lehigh Portl. Cement	North Amer. Aviation	Sec. First Nat. Bank	U.S. Steel
Anheuser-Busch	Continental Ill. Bank	General Tire	Libbey-Owens-Ford	Northeast Airlines	Shell Oil	United Utilities
Arden-Mayfair	Continental Oil	Genesco	Liggett & Myers	Northern Natural Gas	Sherwin-Williams	Upjohn
Armco Steel	Control Data	Gillette	Eli Lilly	Northern Pacific Ry.	Signal Oil & Gas	
Armour	Corn Products	Gimbels Bros.	Ling-Temco-Vought	Northrop	Sinclair Oil	
Armstrong Cork	Corning Glass	Glidden	Lockheed	Northwest Airlines	Singer	
Associated Dry Goods	Crane	Goodrich	Lone Star Cement	Norton	Smith Kline & French	Va. Electric & Power
Associates Investment	Crocker-Cit. Nat. Bank	Goodyear Tire	Lone Star Gas	Ohio Edison	So. Cal. Edison	
A.T. & Santa Fe	Crowell-Collier	W. R. Grace	Lorillard	Olin Mathieson	Southern Co.	Warner-Lambert
Atlantic Coast Line	Crown Zellerbach	Grand Union	Louis. & Nash. RR	Otis Elevator	Southern Natural Gas	Wells Fargo Bank
Atlantic Richfield	Crucible Steel	Granite City Steel	M. Lowenstein	Lone Star Cement	Southern Pacific	West Point-Pepperell
Avco	Cummins Engine	Great Atl. & Pacif.	Mack Trucks	Owens-Corning	Southern Ry.	W. Va. Pulp & Paper
Avon	Curtiss-Wright	Great Northern	R. H. Macy	Owens-Illinois	Sperry Rand	Western Air Lines
Babcock & Wilcox	Dan River Mills	Greyhound	Magnavox	Pabst Brewing	Standard Brands	Western Union
Bank of America	Dana	Grinnell	Manufacturers Hanover	Pacific Gas & Elec.	Stand. Oil of Calif.	Westinghouse Air Br.
Bankers Trust	Deere	Grolier	MCA	Pacific Lighting	Std. Oil (Ind.)	Westinghouse Electric
Bendix	Delta Air Lines	Gruuman Aircraft	Marathon Oil	Pan Am. World Airways	Std. Oil (New Jersey)	Weyerhaeuser
Beneficial Finance	Detroit Edison	Gulf Oil	Marquette Cement	Panhandle East. Pipe.	Std. Oil (Ohio)	Wheeling Steel
Bethlehem Steel	Diamond Alkali	Gulf & Western	Martin Marietta	Parke, Davis	Stauffer Chemical	Whirlpool
Boeing	Diamond International	Halliburton	Massey-Ferguson	J. C. Penney	Sterling Drug	White Motor
Boise Cascade	Dist. Corp. Seagrams	Hanna Mining	May Department Stores	Pennsylvania RR	J. P. Stevens	Winn-Dixie
Borden	Diamond Aircraft	H. J. Heinz	McCall Corp.	Peoples Gas Light	Storer Broadcasting	F. W. Woolworth
Borg-Warner	Dow Chemical	Hercules	McDonnell Aircraft	PepsiCo	Sun Oil	Worthington
Braniff Airways		Hiram Walker	McGraw-Edison	Chas. Pfizer	Sunbeam	Xerox
Bristol-Myers			McGraw-Hill	Philip Morris	Sunray DX Oil	
Brunswick				Phillips Petroleum	Swift	
Budd						
Burlington Industries					IRW	Youngstown Sheet & Tube
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